

Claim 12. The system according to claim 1 wherein the test device comprises a material selected from a cellulosic, plastic or combination material test device, and the strip is placed into a carton alongside a container holding the cosmetic composition.

Claim 13. The system according to claim 1 wherein the test device is incorporated as a panel segment of a carton protectively surrounding a container holding the cosmetic composition.

Claim 14. The system according to claim 1 wherein the test device is detachably joined to a carton protectively surrounding a container holding the cosmetic composition, joiner of the test device being through a means selected from the group consisting of perforations, weakened carton wall and adhesive joiner.

Claim 15. A method whereby a consumer can evaluate efficacy of an anti-aging cosmetic product, the method comprising:

- (A) providing to a consumer a kit which comprises:
  - (i) a proof tape comprising a support substrate provided with an adhesive on a surface thereof, the adhesive having sufficient tack to maintain an imprint of fine lines and wrinkles after removal of the tape from the skin; and
  - (ii) a fixative device for maintaining the imprint for a time longer than would occur without the fixative;
- (B) applying the cosmetic product to the skin;
- (C) placing the adhesive surface of the proof tape against the skin treated with the cosmetic product in step (B);

- (D) removing the strip and contacting same with the fixative; and
- (E) repeating steps (C) and (D) at a future time with a second proof tape followed by comparison of patterns resultant from first and second proof tape applications to the skin.